

500

502

**Dog Snack Trial**

**File Campaign**

Template: Generic campaign

Name  504

Campaign start  506

Campaign end  508

Min Tlog history  Days

510

Incented products  518

512

514 Edit 516 Delete New

520 Tactics  530

Observations  526

522

524 Edit 528 Delete New

Detailed description: The image shows a software window titled 'Dog Snack Trial' with a standard Windows-style title bar (minimize, maximize, close buttons). Below the title bar is a menu bar with 'File Campaign' highlighted. The main content area is titled 'Template: Generic campaign'. It contains several form fields and lists. The 'Name' field contains 'Dog Snack Trial'. The 'Campaign start' field contains 'Thu 11/18/1999' and the 'Campaign end' field contains 'Wed 01/19/2000'. The 'Min Tlog history' field contains '365' and has a unit dropdown set to 'Days'. Below these are three sections: 'Incented products' with a list containing 'Beggin Strips', 'Tactics' with an 'Edit' button, and 'Observations' with an empty list. Each list has 'Edit', 'Delete', and 'New' buttons to its right. Reference numerals point to various elements: 500 points to the window, 502 to the title bar, 504 to the Name field, 506 to the Campaign start field, 508 to the Campaign end field, 510 to the Min Tlog history field, 512 to the Incented products list, 514 to the Edit button for Incented products, 516 to the Delete button for Incented products, 518 to the New button for Incented products, 520 to the Tactics section, 522 to the Observations list, 524 to the Edit button for Observations, 526 to the Delete button for Observations, 528 to the New button for Observations, and 530 to the Edit button for Tactics.

FIG. 5

# Replacement Sheet

600  
↓

incented\_products

Beggin Strips

Name

Beggin Strips

Advertised Product

604

begginst...

Edit

New

Shelf price

\$3.00

606

Club price

\$2.50

608

Good

\$2.50

610

Better

\$2.25

612

Best

\$2.00

614

Break Even Retail

\$1.50

616

Min ad availability

7

days

618

Max ad availability

No Limit

days

620

Limit per trip

3

Items

622

Limit per shopper

No Limit

Items

624

626

Ad Optional After

628

Never

Shopper Budget

\$0.00

630

Min Product Budget

\$

632

Target Product Budget

\$

634

Max Product Budget

\$

636

Min CPG Budget

\$

638

Target CPG Budget

\$

640

Max CPG Budget

\$

642

OK

CANCEL

FIG. 6

# Replacement Sheet

700

**Observation**

dog food buyers

Name dog food buyers 702

Scope shopper 704

Type Int 710

Measurement Occasions 706

Products

dog food Edit Delete Edit 708

Time Unit Tlog Interval 712

☒ Specify start date Thu 11/18/1999 718

☒ Specify end date Wed. 11/18/1998 720

Description 716

722

Import 724

OK CANCEL

**FIG. 7**

# Replacement Sheet

800

The 'Products' window (800) features a tabbed interface with 'Dog food' and 'Dog snacks'. The 'Name' field contains 'dog food' and a 'Redisplay' button is present. A tree view (802) lists product categories, with '32 PET FOOD & PET NEEDS' expanded to show sub-items like '3201 DOG FOOD WET', '3202 DOG FOOD DRY', and '3203 DOG FOOD SOFT MOIST'. A 'Product set expression' field (804) contains the text '( SHIC is-in-tree 3201 or SMIC is-in-tree 3202 or SMIC is-in-tree 3203)'. Below this is another 'Product set expression' field and a table (808) with columns: UPC, NAME, BRAND, PACK-SIZE, SIZE, and BMIC. The table lists two products: 'PURINA FL...' and 'ALPO PRI...'. At the bottom are 'OK' and 'CANCEL' buttons.

UPC	NAME	BRAND	PACK-SIZE	SIZE	BMIC
1780044545	PURINA FL...	00000	00001. 00	20.00 LB	3202020
1113200364	ALPO PRI...	00000	00024. 00	13.20 OZ	320102

FIG. 8

# Replacement Sheet

900

The image shows a software window titled "Shoppers" with a standard Windows-style title bar (minimize, maximize, close buttons). The window contains the following elements:

- Name:** A text field containing "buys dog food".
- Combine criteria with:** A dropdown menu.
- Add New Criterion:** A section with four buttons: "Decile" (labeled 904), "Preferred Product" (labeled 906), "Named Shopper Set" (labeled 908), and "Comparison" (labeled 910).
- Observations:** A section containing a list box with "dog food buyers" (labeled 912), followed by "Edit", "Delete", and "New" buttons.
- Criteria:** A section with a "Comparison Operator" dropdown menu showing ">=" (labeled 914).
- Amount:** A text field containing the number "2" (labeled 916).
- Expression:** A large text area at the bottom showing the generated expression: "((dog food Buyers >= 2))" (labeled 918).
- Buttons:** "OK" and "CANCEL" buttons at the bottom center.

902

FIG. 9

# Replacement Sheet

1200

**Tactic**

dog snack trial incentive

Name dog snack trial incentive

Start	Incented product	Tier
	Beggin Strips	Good
	Beggin Strips	Better
	Beggin Strips	Better

↑ Better for Store

1204-a ☐ 1204-b ☒ 1204-c ☐

Shopey Sates 1218

1214 1212 1216

Insert 1206  
Delete 1208  
Add 1210

1220

Wait After Success 0 days  
Wait After Failure 0 days  
Max Tries To Hook 2  
Hook count 2  
Repeats after hooked 2

1222 1224 1226 1228

Priority 1230

OK CANCEL

FIG. 12